

Manchester United uses mxData's TravelFC application to take the stress out of match day travel

Thousands of football fans descend on Old Trafford for every match and create enormous travel pressures across road, rail and buses not to mention parking. These fans come from all direction and often from afar.

The Challenge

Manchester United wanted to provide a travel tool for their fans and away supporters to enable them to make better informed decisions when choosing how to get to Old Trafford on match day, where to park and what alternative travel arrangements there were. The benefits of providing this information to the travelling fans would not only alleviate congestion on the surrounding roads but also help manage the cost of supervising the crowds and assist in supporting planning applications for increased capacity to the stadium.

The Solution

Manchester United decided to work with mobile application specialist mxData a company already supplying comprehensive traffic and travel services on mobiles to a number of UK local authorities. Manchester United commissioned TravelFC, a free application that can be downloaded on to any handset.

The service lets fans view live local information including CCTV camera images of motorway and A-road hotspots; the location of approved match day car parks aswell as public transport information including up-to-the-minute tram, train and bus times all with integrating live information on delays and incidents.

Not only does TravelFC provide essential traffic and travel information but it offers fans valuable tourist information and points of interest including local hotels, restaurants and pubs.

The Benefits

The first service of its kind anywhere in the world, TravelFC has already been downloaded thousands of times by Manchester United fans.



Supporters simply text 'travelfc' to 60070.



"The huge crowds that attend games at Old Trafford create their own challenges for the transport system in the area.

"TravelFC will be an invaluable tool to help those fans who come to matches by car avoid the worst of the traffic, both arriving and leaving Old Trafford.

**Phil Townsend,
Director of Communications
for Manchester United**

The free download should help ensure supporters only have to stress about the game."

For more information:

mxData Ltd
Alderley House
Alderley Road
Wilmslow,
Cheshire
SK9 1AT

email: info@mxdata.co.uk
Tel: 01625 526644

www.mxdata.co.uk